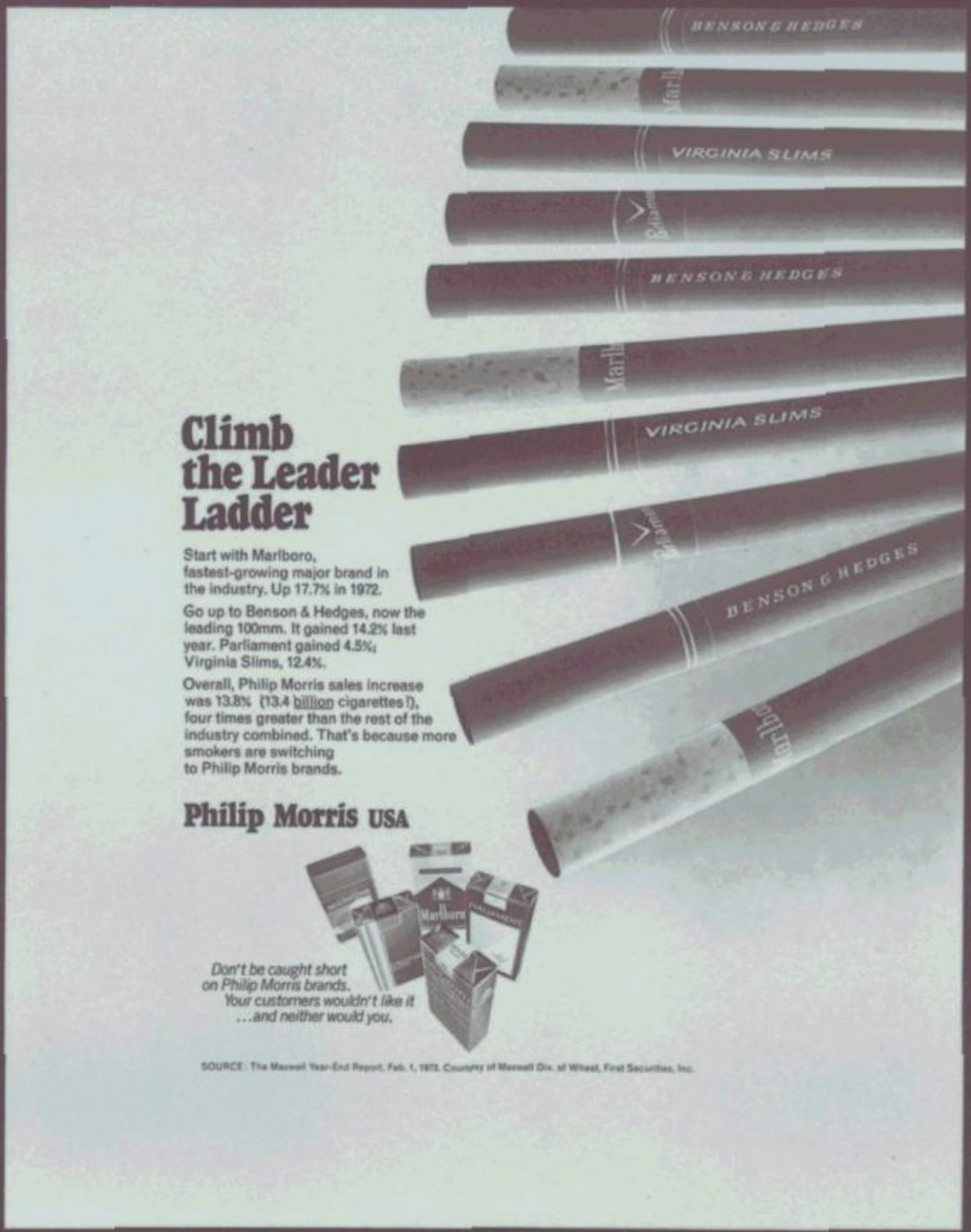
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 9-2240 – Growth Ladder – Reg. No. 69031 – B&W Bleed – 8½ x 11 – Tobacco Trade – (C)
Printed in U.S.A.



Climb the Leader Ladder

Start with Marlboro, fastest-growing major brand in the industry. Up 17.7% in 1972.

Go up to Benson & Hedges, now the leading 100mm. It gained 14.2% last year. Parliament gained 4.5%; Virginia Slims, 12.4%.

Overall, Philip Morris sales increase was 13.8% (13.4 billion cigarettes!), four times greater than the rest of the industry combined. That's because more smokers are switching to Philip Morris brands.

Philip Morris USA

Don't be caught short on Philip Morris brands. Your customers wouldn't like it ...and neither would you.

SOURCE: The Maxwell Year-End Report, Feb. 1, 1973. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/jlhx0001
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